

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Brian Axe et al.	Art Unit :	3622
Serial No. :	10/656,917	Examiner :	Alvin L. Brown
Filed :	September 5, 2003	Conf. No. :	8377
Title :	IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO FINAL OFFICE ACTION OF JANUARY 21, 2010

Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.